GLOBAL PUBLIC AFFAIRS
FROM INSIGHT TO IMPACT

INFRASTRUCTURE & CONSTRUCTION

Accelerating Growth, Reducing Risk

2020

GLOBAL PUBLIC AFFAIRS

HOW GLOBAL HELPS THE INFRASTRUCTURE SECTOR

Global Public Affairs is the leading public affairs firm in the infrastructure, construction, energy, and transportation sectors in Canada. The stakeholder, political, and regulatory landscape around the sector provides many challenges, but also many opportunities. Global specializes in helping companies understand the main political and stakeholder issues to enable them to adapt, mitigate political risks around all aspects of their business from investment, to business development, to project delivery and operations.

REDUCING RISK

There are many ways that the government and other key stakeholders can impact the operations of companies and entire sectors. This ranges from targeted local opposition to facilities or construction, up to policy decisions that can disrupt entire sectors.

Global can help organizations reduce risk in a number of ways from an organizational level down to the project level through:

- Tracking, analysis and intelligence on political, regulatory, and stakeholder developments;
- Mapping and analyzing stakeholder landscapes across geographies or specific projects;
- Early identification of potential political and external issues around projects;
- Engagement plans with government, communities, media, and other key stakeholders to promote good policies, practices, and reduce project risk;
- Issues management planning and training, and crisis support, including media relations.

$90.8 billion

is spent each year in Canada on infrastructure investments

- Infrastructure Statistics Hub, 2019

58%

of investors cite political risk as the biggest risk factor around infrastructure investments

- Infrastructure Investor, 2014

SUPPORTING ORGANIZATIONAL OBJECTIVES

ORGANIZATION

1. Enhancing and promoting overall image;
2. Insights on market trends and project opportunities;
3. Building profile and connections in key sectors and locations;
4. Protecting reputation through crisis, issues and risk plans.

PROJECT

1. Technical RFP support;
2. Project insights, risk assessment and prioritization;
3. Project risk and crisis mitigation plans, training, and implementation;
4. Community engagement plans and support;
5. Profiling project successes.

ACCELERATING GROWTH

All levels of government in Canada have committed to major investments in infrastructure that are estimated at $62 billion for 2019 for the construction of new projects, maintenance, purchasing of equipment and improvements. Governments across Canada are also implementing policies to meet their climate change commitments, advancing indigenous reconciliation, support community building, and promoting innovation. These all present opportunities for organizations to succeed in the long term.

Global helps organizations to be successful in the market through supporting clients to:

- Understand how policy developments and external trends impact sectors and how they align with organizations' priorities and strengths;
- Identify and provide insights around government funding or project opportunities;
- Win bids through technical support on procurement submissions;
- Position expertise by developing research and communications materials to profile industry or community leadership;
- Develop and grow connections with key customers and partners through tailored thought leadership programs.

THE INFRASTRUCTURE LAB

INTRODUCING THE INFRASTRUCTURE LAB

The Infrastructure Lab brings together organizations to find and promote solutions for Canada's infrastructure challenges. With Canada making unprecedented investments in infrastructure, our goal is to work wit promote collaborative and constructive dialogue. The Infrastructure Lab provides a forum for companies to sponsor thematic programs, events, or research that help improve the overall infrastructure landscape and promote their own expertise and leadership.

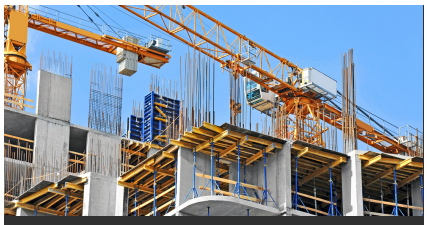
TRAINING

We provide a range of training packages to help organizations position themselves positively and to reduce risks around projects. These can involve a mixture of theory, exercises, and simulations to meet specific needs. Our areas of focus include:

- Media relations
- Public speaking
- Project communications
- Crisis and issues management
- Stakeholder engagement
- Leadership coaching

CLIENT SUCCESS STORIES

Strategic Communications **Government Relations** **Stakeholder Relations** **Crisis & Reputation Management**



Supporting Business Growth
Global helped secure projects totaling C$8 billion through providing early stage insights, analysis of project opportunities, and profile building.

Issues & Reputation Management
Global worked with a large international company to help resolve a major issue on a project and successfully reset the relationship with the local community.

Building Stakeholder Support
Global leads stakeholder engagement in the nuclear sector to demonstrate the local economic benefits of infrastructure investments in communities across Ontario.

About Global Public Affairs:

Global Public Affairs is the largest independent public affairs firm in Canada with over 70 consultants spread across the country. With our expertise and geographical presence, we are well placed to provide support by positioning clients with key stakeholders to achieve business goals. Global's longstanding relationships with our clients is testament to the ongoing value we provide.

TRANSPORTATION | TRANSIT | PORTS & AIRPORTS | TRANSIT ORIENTED DEVELOPMENT | HEALTHCARE SOCIAL INFRASTRUCTURE | ENERGY | WATER-WASTEWATER | GREEN | REAL ESTATE

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